

Message Text

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ACTION EB-07

INFO OCT-01 NEA-09 ISO-00 COME-00 RSC-01 USIA-15 /033 W

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FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 9886

UNCLAS SECTION 1 OF 3 TEHRAN 0616

E.O. 11652: NA

TAGS: BEXP IR

SUBJ: COUNTRY COMMERCIAL PROGRAM: RECOMMENDATIONS FOR FY 76
CAMPAIGNS

REF: STATE A-9016 AND STATE 5312

1. SUMMARY. THE POST'S RECOMMENDATIONS ON FY 76 CAMPAIGNS FOLLOW.
A NUMBER OF THESE PROPOSALS SPAN AT LEAST TWO OF THE THREE PHASES
ENVISAGED, WHILE SOME BRIDGE CATEGORIES (E.G., MAJOR PROJECTS).
THE TARGET INDUSTRY CONCEPT, ALTHOUGH FACTORED INTO THE RECOMMENDA-
TIONS TO THE EXTENT DEEMED FEASIBLE, HAS NOT BEEN STRICTLY FOLLOWED
BECAUSE OF CONCLUSIONS DRAWN FROM EXISTING RESEARCH, RELATIVE
IMPORTANCE OF CATEGORIES IN THE LOCAL ECONOMIC GROWTH PICTURE,
AND/OR THE ABSENCE OF RESEARCH.

2. CAMPAIGN NO. 1, MAJOR CONSTRUCTION PROJECTS, IS BOTH PRIMARY
AND SECONDARY. SIMILARLY, CAMPAIGN NO. 2, EDUCATIONAL SYSTEMS,
BUILDS ONLAN FY 1975 EFFORT, BUT STILL REMAINS A PRIMARY PROMOTIONAL
THEME. CAMPAIGN NO. 3, AGRIVUSINESS, CONSTITUTES BOTH AN INITIAL
(RESEARCH) AND A PRIMARY PHASE, AND NO. 4, NUCLEAR ENERGY SYSTEMS,
IS A PROPOSED SECONDARY CAMPAIGN. CAMPAIGN NO. 5, ENERGY SYSTEMS,
IS IN AN INITIAL PHASE.

3. IMPORTANT ALTERNATE CATEGORIES FOR FY 76/77 CAMPAIGNS INCLUDE
HOUSING AND LIGHT CONSTRUCTION, HEALTH CARE SYSTEMS, AND BUSINESS
EQUIPMENT.

4. APART FROM ABOVE, EMBASSY CONSIDERS OTHER HIGH PRIORITY
PROJECTS INCLUDED FY 1975 CCP REMAIN GENERALLY VALID OBJECTIVES/
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ACTIONS.

5. CAMPAIGN NO. 1: MAJOR CONSTRUCTION PROJECTS

A. CAMPAIGN MANAGER: LYNNE LAMBERT

B. CAMPAIGN STATEMENT: GOI PLANS TO LET MAJOR INFRASTRUCTURE CONSTRUCTION CONTRACTS VALUED AT \$2-3 BILLION DURING FY 1976. THIS CATEGORY HAS BEEN SELECTED AS PRIMARY TARGET FOR FY 1976. PROJECTS WILL MOSTLY BE TURNKEY AND WILL INCLUDE PURCHASE OF MOST EQUIPMENT. RELEVANT CATEGORIES AS FOLLOWS: HOSPITALS, ROADS, RAILROADS, COMMUNICATIONS. SINCE ALL GOI PROCUREMENT IS TEHRAN-BASED, PROMOTION OUTSIDE TEHRAN WILL BE MINIMAL.

C. PROJECT OBJECTIVES:

- 1) \$1 BILLION IN CONTRACTS AND EQUIPMENT AWARDED TO US SUPPLIERS.
- 2) 60 NEW FIRMS INTRODUCED TO IRANIAN MARKET, MOSTLY IN ENGINEERING AND DESIGN, CONSTRUCTION AND EQUIPMENT AREAS.
- 3) 12 ADDITIONAL US FIRMS EXHIBITING PRODUCTS IN IRAN.
- 4) 15 NEW AGENCY OR JOINT VENTURE AGREEMENTS.
- 5) 20 TRADE OR TENDER OPPORTUNITIES
- 6) 3 USIS-COORDINATED PROGRAMS
- 7) ADDITIONAL EXPOSURE OF RELEVANT GOI AND BUSINESS OFFICIALS TO US CAPABILITY AND KNOW-HOW.
- 8) ADDITIONAL PROMOTION OF IRANIAN POTENTIAL TO US BUSINESS.

ACTIONS

D. BY SEPTEMBER 30

- 1) DEVELOP COMPLETE INFORMATION ON OPPORTUNITIES BY INTERVIEWING SELECTED RESPONSIBLE GOI OFFICIALS AND RELEVANT IRANIAN AND UNCLASSIFIED

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AMERICAN BUSINESSMEN ON CONTINUING BASIS.

- 2) PREPARE INFORMATION KIT FOR BUSINESSMEN
- 3) COORDINATE USIS PARTICIPATION (E. G., VIDEOTAPE PRESENTATION, PRESS RELEASES, SEMINAR).
- 4) DEVELOP AND REPORT 5 TRADE OR TENDER OPPORTUNITIES.

5) DEVELOP LIST OF POSSIBLE IRANIAN JOINT VENTURE/AGENT PARTNERS FOR US COMPANIES, INCLUDING WTD REPORTS.

6) RECRUIT FIRMS FOR ANY RELEVANT IRANIAN SPECIALIZED TRADE SHOWS, INCLUDING PROPOSED MEDICAL EQUIPMENT SHOW.

E. BY DECEMBER 31

7) ORGANIZE 1 BETWEEN-SHOW PROMOTION AT TEHRAN TRADE CENTER.

8) MOUNT 1 USIS-COORDINATED EVENT.

9) ARRANGE VISITS TO US FOR KEY GOI OFFICIALS.

10) DEVELOP AND REPORT 5 TRADE OR TENDER OPPORTUNITIES.

11) HOLD AMBASSADORIAL RECEPTION WITH GUEST LIST INCLUDING GOI DECISION MAKERS FOR SUBJECT CATEGORIES AND US SUPPLIERS.

12) INVOLVE IRAN-AMERICAN CHAMBER OF COMMERCE IN CAMPAIGN.

F. BY MARCH 31

13) MOUNT SECOND USIS-COORDINATED EVENT.

14) DEVELOP AND REPORT 5 TRADE OR TENDER OPPORTUNITIES.

15) MOUNT TECHNICAL SALES SEMINAR.

16) RECRUIT FIRMS FOR TEHRAN INTERNATIONAL TRADE FAIR.

G. BY JUNE 30

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17) MOUNT THIRD USIS-COORDINATED EVENT

18) DEVELOP AND REPORT 5 TRADE OR TENDER OPPORTUNITIES.

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6. CAMPAIGN NO. 2: EDUCATIONAL SYSTEMS AND TRAINING AIDS (INCLUDING SOFTWARE AND FACILITY DESIGN)

A. CAMPAIGN MANAGER: LANGE SCHERMERHORN

B. CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS SCHEDULED FOR CONTINUING INTENSIVE DIRECT PROMOTION IN FY 76, FOLLOWING THE NOVEMBER 1974 EDUCATIONAL AND TRAINING AIDS EXHIBITION AT THE TRADE CENTER. THE CATEGORY IS BEING EXPANDED TO INCLUDE EDUCATIONAL SYSTEMS, SOFTWARE AND MORE SOPHISTICATED HARDWARE, AND FACILITIES DESIGN (COMPLEMENTING MAJOR CONSTRUCTION PROJECTS) TO TAKE ADVANTAGE OF THE GOI'S INTEREST IN MEETING THE RAPIDLY INCREASING DEMAND FOR SKILLED AND SEMI-SKILLED LABOR.

C. PROJECT OBJECTIVES:

1) COORDINATE WITH US DELEGATION TO USIRJC IN DEVELOPING AGENDA AND FOLLOWING UP ON DECISIONS TAKEN IN COMMITTEE ON MANPOWER AND TECHNICAL ASSISTANCE AND SCIENCE, TECHNOLOGY AND EDUCATION.

2) DEVELOP DIALOGUE WITH PLAN AND BUDGET ORGANIZATION AND LIAISON WITH IRANIAN DELEGATIONS TO JOINT COMMITTEES OF THE USIRJC REGARDING THE GOI'S OVERALL MANPOWER AND TRAINING AIMS.

3) DEVELOP 10 TRADE OPPORTUNITIES IN THE GOVERNMENT SECTOR.

4) DEVELOP 20 TRADE OPPORTUNITIES IN THE PRIVATE SECTOR.

5) PUBLICIZE NEW PRODUCTS THROUGH USIS AND/OR NEWSLETTER.
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6) STAGE EDUCATIONAL SYSTEMS TRADE SHOW, NOVEMBER 1975.

7) STAGE TRADE MISSION SPRING 1975.

8) OBTAIN WORKING LIST OF US COMPANIES QUALIFIED TO ADMIN-

ISTER IN-COUNTRY VOCATIONAL TRAINING.

ACTIONS

D. BY SEPTEMBER 30

1) COMPLETE LIST OF US FIRMS QUALIFIED TO ADMINISTER IN-COUNTRY VOCATIONAL TRAINING (APART FROM US GOVERNMENT MISSIONS)

2) COMPLETE FOLLOW-UP FROM FIRST ROUND OF JOINT COMMISSION COMMITTEE MEETINGS (HELD LATTER HALF FY 75)

3) PUBLICIZE 5 NEW PRODUCTS.

4) MAKE CALLS ON 15 GOVERNMENT OFFICES.

E. BY DECEMBER 31

5) DEVELOP AND REPORT 10 TRADE OPPORTUNITIES IN THE PRIVATE SECOTR.

6) MOUNT NOVEMBER 1975 TRADE CENTER SHOW ON EDUCATION SYSTEMS.

7) PUBLICIZE 5 PRODUCTS OR COMPANY SYSTEMS.

8) WORK WITH USIRJC COMMITTEES ON CONTINUING AGENDA ITEMS.

9) OBTAIN PARTICIPATION ON EDUCATIONAL FACILITIES FOR HOUSING AND BUILDING TRADE SHOW, FEBRUARY 1976.

F. BY MARCH 30

10) FOLLOW-UP ON TRADE SHOW.

11) DEVELOP AND REPORT 10 OPPORTUNITIES IN THE GOVERNMENT UNCLASSIFIED

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SECTOR.

12) PUBLICIZE 5 PRODUCTS OR COMPANY SYSTEMS.

13) MAKE CALLS ON 10 GOVERNMENT OFFICES.

14) USIS-COORDINATED EVENT (PHOTOGRAPHIC FACILITIES EXHIBIT, BOOK PROMOTION, ETC.)

G. BY JUNE 30

15) MOUNT US TRADE MISSION AND/OR SALES SEMINAR IN CONJUNCTION WITH TRADE CENTER/USIS.

16) DEVELOP AND REPORT 10 TRADE OPPORTUNITIES IN THE PRIVATE SECTOR.

17) OFFICIAL EMBASSY RECEPTION.

18) OBTAIN PARTICIPATION FOR TEHRAN INTERNATIONAL TRADE FAIR, SEPTEMBER 1976.

7. CAMPAIGN NO. 3: AGRIBUSINESS, INCLUDING FOOD PROCESSING AND PACKAGING

A. CAMPAIGN MANAGER: DAVID E. WESTLEY

B. CAMPAIGN STATEMENT: THE DEVELOPMENT OF THE AGRICULTURAL SECTOR OF THE ECONOMY HAS LAGGED AND IS A MAJOR PRIORITY IN IRAN'S 5-YEAR PLAN. IN THE BUDGET YEAR 1975-1976 MORE THAN ONE-HELFF BILLION DOLLARS IS EARMARKED FOR THIS SECTOR, EXCLUSIVE OF FOOD PROCESSING AND PACKAGING. LABOR SHORTAGES, THE NEED TO RATIONALIZE AGRICULTURAL PRODUCTION, AND THE GROWING ACCEPTANCE OF MORE SOPHISTICATED EQUIPMENT INDICATE A SUBSTANTIAL GROWTH IN THIS MARKET.

C. PROJECT OBJECTIVES:

1) 25 US FIRMS INTRODUCED TO IRANIAN MARKET

2) 10 NEW AGENCY AGREEMENTS CONCLUDED.

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3) 30 NEW US FIRMS EXHIBITING THEIR PRODUCTS IN IRAN.

4) 21 TRADE OPPORTUNITIES.

5) 5 JOINT VENTURE OPPORTUNITIES.

6) \$5 MILLION IN INCREMENTAL SALES.

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ACTIONS

D. BY SEPTEMBER 30

1) FOLLOW-UP ON LEADS AND CONTACTS RESULTING FROM JUNE 1975
FOOD PROCESSING AND PACKAGING T.C.SHOW, INCLUDING USE OF VTR OF
SHOW OUTSIDE OF TEHRAN.

2) ARRANGE FOR MARKET RESEARCH IN AGRIBUSINESS AREA COM-
PLEMENTARY TO EXISTING FOOD PROCESSING AND PACKAGING RESEARCH.

3) DEVELOP INFORMATION ON LARGE-SCALE AGRICULTURAL PROJECTS
THROUGH VISITS TO GOVERNMENT OFFICES AND SITES.

4) DEVELOP AND REPORT ON 5 TRADE LEADS AND 1 INVESTMENT
OPPORTUNITY.

5) FOLLOW-UP ON AGRICULTURAL COMMITTEE MEETING OF US-IRAN
JOINT COMMISSION IN LATTER HALF OF FY 75.

E. BY DECEMBER 31

6) MOUNT MAJOR US PARTICIPATION IN SPECIALIZED AGRICULTURAL FAIR.

7) PREPARE INFORMATION KITS FOR US BUSINESSMEN ON AGRI-BUSINESS
AREA.

8) ORGANIZE 1 BETWEEN-SHOW PROMOTION.

9) DEVELOP AND REPORT ON 5 TRADE OPPORTUNITIES AND 2 INVEST-
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MENT OPPORTUNITIES.

F. BY MARCH 31

10) RECRUIT US CONSULTANTS TO WORK WITH APPROPRIATE GOVERN-
MENT OF IRAN MINISTRIES ON KEY AGRICULTURAL PROJECTS.

11) ARRANGE FOR VISIT TO US FOR KEY GOVERNMENT OFFICIALS/BUSINESS-MEN TO ATTEND THE NATIONAL EXPOSITION FOR FOOD PROCESSORS, SAN FRANCISCO, IN JANUARY, OR CALIFORNIA AGRICULTURAL EQUIPMENT SHOW, FEBRUARY 1976.

12) HOLD EMBASSY RECEPTION FOR VISITORS TO US TRADE SHOWS NOTED ABOVE

13) HOLD APPROPRIATE MOTION PICTURE SEMINAR OR OTHER PRESENTATION.

14) DEVELOP AND REPORT ON 5 TRADE OPPORTUNITIES AND 1 INVESTMENT OPPORTUNITY.

G. BY JUNE 30

15) ORGANIZE 2 BETWEEN-SHOW EXHIBITIONS.

16) DEVOTE ISSUE OF COMMERCIAL NEWSLETTER TO AGRIBUSINESS THEMES.

17) REVIEW AND UPDATE AVAILABLE INFORMATION ON AGRIBUSINESS.

18) DEVELOP AND REPORT ON 5 TRADE OPPORTUNITIES AND 1 INVESTMENT OPPORTUNITY.

8. CAMPAIGN NO. 4: NUCLEAR ENERGY SYSTEMS

A. CAMPAIGN MANAGER: ALBERT CHAPMAN

B. CAMPAIGN STATEMENT: THIS CATEGORY WAS A PRIMARY AREA OF PROMOTION IN FY 75. ALTHOUGH THE INITIAL PROJECTS HAVE GONE TO GERMAN AND FRENCH FIRMS, ADDITIONAL CONTRACTS ARE EXPECTED TO BE LET AND THE FY 75 CAMPAIGN WILL BE CONTINUED AND INTENSIFIED IN FY 76.

C. PROJECT OBJECTIVE:
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1) CONTRACTS FOR REMAINING 7,200 MEGAWATT CAPACITY TO GO TO US FIRMS.

D. ACTIONS: THIS CATEGORY DOES NOT LEND ITSELF TO CONVENTIONAL PROMOTIONAL CAMPAIGNS BECAUSE OF THE LIMITED NUMBER OF US COMPANIES INVOLVED AND THE SINGLE IRANIAN CUSTOMER. THE POST WILL CONTINUE TO:

1) KEEP US SUPPLIERS FULLY INFORMED, ENCOURAGE THEIR CONTINUING SALES EFFORTS, AND LEND ALL APPROPRIATE SUPPORT TO THOSE EFFORTS.

2) MAINTAIN THE CLOSEST POSSIBLE CONTACT WITH THE ATOMIC ENERGY ORGANIZATION OF IRAN.

3) FOLLOW-UP ON WORK OF NUCLEAR ENERGY COMMITTEE OF US- IRAN
JOINT COMMISSION.

9. CAMPAIGN NO. 5: ENERGY SYSTEMS

A. CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE 5 TARGET
INDUSTRIES SCHEDULED FOR INTENSIVE DIRECT PROMOTION IN FY 77. THE
FIRST YEAR OF THIS PROJECT WILL DEVELOP THE MARKETING
INFORMATION REQUIRED FOR EFFECTIVE PROMOTION IN FY 77 AND 78.

ACTIONS

B. BY SEPTEMBER 30

1) IDENTIFY AND PROPOSE SOLUTION TO ANY TRADE BARRIERS.

C. BY DECEMBER 31

2) SUPERVISE AND EVALUATE CONTRACTED MARKET STUDY.

3) SUBMIT 1 PRODUCT THEME RECOMMENDATION ON A SUB-CATEGORY.

4) EVALUATE 1 COMMERCE-INITIATED PTR REGARDING A SUB-CATEGORY.

D. BY MARCH 31

5) SUBMIT A REPORT ON POSSIBLE TRADE PROMOTION VEHICLES FOR
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FY 77 AND FY 78.

E. BY JUNE 30

6) REPORT ON OPTIMAL MARKETING TECHNIQUES, TERMS, DELIVERY,
AND AFTER-SALES SERVICES UTILIZING TIR RESEARCH.

7) CONDUCT BSP IN TEHRAN TRADE CENTER ON ENERGY THEME.
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